IBM

The Electronic Media
Management System from IBM

The complete solution for digital rights management

EMMS offers the freedom to innovate in the digital world

In today's wired and wireless world, digital media holds an unlimited potential for business-to-business (B2B) and business-to-consumer (B2C) commerce. Virtually all forms of digital content, including books, video, games, music and software, are now available for digital distribution. Other valuable information in digital format, such as financial statements, medical records, contracts and documents containing confidential or sensitive information must be securely distributed within and outside an organization with rights protection to prevent unauthorized use. The IBM Electronic Media Management System (EMMS) provides an industry-independent foundation for delivery of digital assets that creates new business models, enables flexible digital rights management (DRM) and helps protect the assets through their entire life cycle. In this age of e-business, EMMS offers the freedom to innovate in the digital world by providing sophisticated and advanced technologies that help secure digital content of any kind.

Security

EMMS embodies the e-business expertise of IBM with more than 40 years of powering protected commercial transactions. EMMS provides security features that help protect digital assets as they are distributed over public and private networks. In addition, EMMS DRM features assist content owners with controlling how their assets are used. EMMS uses strong encryption technologies that help protect digital content throughout its distribution and consumption. These technologies include a public and private key system where:

- *Content can be accessed only after the user has obtained a valid key to unlock it.*
- *Keys can be obtained only by authorized users through an authenticated EMMS transaction.*

Digital rights management

EMMS allows content owners to create a wide array of product offerings based on a variety of digital rights options, including:

- *Pay-per-use*
- *Pay-per-time period (minute, hour, day, week or month)*
- *User or group authentication*
- *Super distribution*
- *Controlled printing*
- *Recording a CD*
- *Checking out and in content to portable devices and media*
- *Geographic restrictions*
- *Subscription-based services*

Digital rights packages can be customized to suit a targeted audience. For example, promotional and purchasable rights can be created and assigned to content that allow it to be previewed before purchase. Similarly, new rights packages can be created, and digital rights can be updated or renewed on the fly by simply downloading new license files.

Robust e-business platform

The EMMS commerce function is integrated with the award-winning IBM WebSphere® Application Server software platform. This comprehensive software deploys, integrates and manages e-business applications of all kinds. The WebSphere Application Server platform provides a rich, e-business application deployment environment with a complete set of application services, and establishes the capabilities for transaction management, security, clustering, performance, availability, connectivity and scalability. It manages and integrates enterprise-wide applications while leveraging open technologies and application programming interfaces (APIs). With these APIs, EMMS Web Commerce Enabler can integrate seamlessly into a WebSphere infrastructure, enabling any Web site to distribute DRM-protected content.

EMMS Components

EMMS consists of seven major components that interact to provide content owners, businesses, retailers and consumers with a unique set of solutions for their digital distribution needs. These components can be purchased and integrated together to create a new EMMS value network, or purchased individually and integrated with an existing EMMS value network:

The **IBM EMMS Content Preparation Software Development Kit (SDK)** integrates DRM capabilities into vertical or custom applications, specific to a content format or industry requirements. This enables applications from independent software vendors (ISVs) or customers who process rich media and business data to be packaged with associated digital rights into secure containers for distribution to content-delivery networks, retailers and enterprise portals.

The **IBM EMMS Content Mastering Program** is available as a turnkey content-preparation DRM application for music content and its associated promotional material.

The **IBM EMMS Content Hosting Program** provides a storage facility for EMMS-formatted content. Only authenticated EMMS requests are accepted and fulfilled by the content host.

The **IBM EMMS Web Commerce Enabler** allows retailers, distributors, and enterprises to deploy EMMS DRM content into custom retail offerings or enterprise portals—facilitating end-user downloads of desired content. Both transaction-based pricing and subscription services are supported.

The **IBM EMMS Clearinghouse Program** provides DRM functions and acts as a central control point for managing, authorizing and reporting transactions. It verifies licensing requests, issues licenses that enable end users to access content downloaded in EMMS-supported formats and provides information that can facilitate royalty payments and tracking.

The **IBM EMMS Client Software Development Kit (SDK)** enables business partners to develop client applications that download, use and manage content in a tamper-resistant environment, according to digital rights specified by content owners. Protected interfaces are provided that help control the transfer of content, metadata and digital rights in formats specific to the receiving devices.

The **IBM EMMS Multi-Device Server** facilitates the transfer of digital content to pervasive devices. It enables the transfer of content through wireless networks to target devices and on-demand media production, all with the security features of EMMS technology.

Support for a wide variety of business needs

EMMS enables a wide variety of creative methods for delivering digital content with security features to end users and businesses. Training material, medical records, financial documents and images are a few examples of sensitive information that organizations may need to protect and share with controlled access.

Business-to-business control can easily be implemented by leveraging an enterprise's Windows® domain security infrastructure through EMMS user authentication. A company can restrict the use of sensitive data to a particular user or group.

Super distribution permits the controlled peer-to-peer sharing or targeted distribution of content with the ability to route users through a designated commerce site to purchase updates to their rights.

Subscription-based services allow businesses or users to pay a flat fee for accessing all of the content on a portal site.

The EMMS Content Preparation Software Development Kit (SDK) is offered to facilitate the integration of DRM functionality into vertical applications specific to a type of content or industry.

The EMMS Client Software Development Kit (SDK) supports industry-independent media types and can interface with many types of client applications and portable devices. Popular client applications can be enabled with the EMMS DRM to support B2B or B2C environments. DRM client applications can also be customized for specific companies with their own look and feel for targeted customers.

EMMS can facilitate the transfer of digital content with security features to pervasive devices, such as cell phones and PDAs. EMMS supports:

- *Downloads of songs or e-books to an intelligent cell phone or PDA*
- *Controlled, high-volume, on-demand media production*
- *Kiosk environments that enable retail entities to efficiently distribute digital content with minimal investment*

Who needs EMMS?

Everyone involved in the creation, management, distribution, and retailing of digital content can benefit from the implementation of the EMMS system, including:

Media companies that want to distribute their digital assets with DRM capabilities for control of its use. This includes record labels, publishers, movie studios, game and software companies.

Enterprises that want to control the distribution of digital business data within an enterprise or to other organizations. This includes corporations, financial and insurance institutions, healthcare providers, universities, education facilities, training companies and government record repositories.

ISVs that want to enable their applications with DRM capabilities. This includes ISVs that provide applications for organizing, collecting and preparing digital media, in addition to ISVs that provide applications for rendering digital media to end users.

Device manufacturers that want to transfer and render content with security features on their devices. This includes PDA, cell phone, music player, video player, game player and set-top box manufacturers.

Retailers and distributors that want to offer digital content to end users or businesses through wired and wireless infrastructures. This includes retail Web sites, portals, brick-and-mortar stores and telecommunication companies.

Brick-and-mortar retail establishments that want to sell digital content through media kiosk implementations. This includes both existing retail sites of digital content that want to reduce inventory of back catalog content and retail sites that seek new avenues for generating revenue.

Enterprises that want to offer transaction-clearing services for content owners and retailers. This includes any entity that wants to serve as an authorizing component for digital commerce transactions.

A long-standing commitment to customers and technology

IBM is a market leader in delivering innovative products to solve complex business issues. In addition to providing a robust DRM platform for e-business, IBM offers the skills required to architect and implement a complete platform to create, manage and distribute digital assets. IBM Global Services (together with other systems integrators or solution providers) is ready to assist companies at every stage in the content life cycle. IBM Global Services offers a wide range of services, including:

- *Assessment of requirements*
- *Development of a functional specification for the work*
- *Execution of any customization or extensions to EMMS*
- *Network configuration and optimization*
- *Management of the deployment*

Whether for content production, supply chain or legacy integration, third-party application integration support, or managed operations and outsourcing, IBM Global Services is prepared to make EMMS an optimized solution for content distribution and rights management that meets each company's individual needs.

To learn more about EMMS and how it can work for your business, visit **ibm.com**/software/emms

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